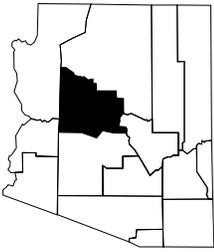
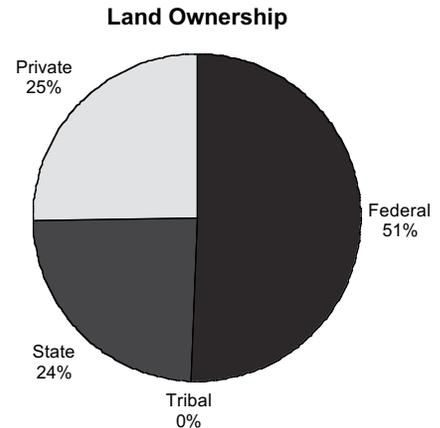


# YAVAPAI COUNTY



## Economic Importance of Off-Highway Vehicle Recreation to Yavapai County

Yavapai County is located in the west central part of the state. It has 3.3% (167,517) of the state's population and 7% (5,199,884 acres or 8,124 square miles) of the state's land base. This averages out to 21 people per square mile. Much of the topography is grassland, wooded hills and rugged forested mountains offering OHV recreationists a wide variety of backcountry activities.



- 27% of households in Yavapai County are OHV users; state percentage is 21%.
- 9% of all Arizona OHV trip destinations for past 12 months were to Yavapai County.
- 1,195,742 OHV Recreation Days occur annually in Yavapai County; 9.8% of Arizona's total.
  - 416,824 OHV Recreation Days (35%) are from Yavapai County residents.
  - 778,918 OHV days (65%) are from other Arizona residents traveling to Yavapai County.
- 74% of Yavapai County OHV households are satisfied with their overall OHV experience.

### Total Economic Impact to Yavapai County from OHV Recreation is \$223 MILLION/year

#### DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for Yavapai County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$19.8 M	\$11.6 M	\$8.2 M
Lodging/Campgrounds	\$9.9 M	\$1.5 M	\$8.4 M
Restaurants/Bars	\$12.5 M	\$6.1 M	\$6.4 M
Groceries/Liquor	\$15.3 M	\$8.6 M	\$6.7 M
Other (event fees, souvenirs, etc.)	<u>\$13.1 M</u>	<u>\$5.3 M</u>	<u>\$7.8 M</u>
• Total OHV Recreation Trips	\$70.6 M	\$33.1 M	\$37.5 M
• Off-Highway Vehicles	+ \$34.0 M		
• Tow Vehicles/Trailers	+ \$21.2 M		
• OHV Equipment	+ <u>\$57.2 M</u>		

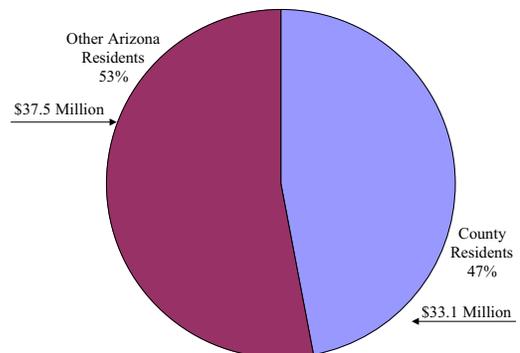
**Total OHV Expenditures = \$183.0 Million**

**TOTAL IMPACT- Multiplier Effect\* \$222.7 Million**

#### INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) 2,067
- Salaries/Wages \$43.9 Million
- State Tax Revenues \$9.2 Million

#### OHV Trip Expenditures—\$71 Million



## Economic Importance of OHV Recreation to Yavapai County

- Creates a statewide economic impact of \$222.7 million (multiplier effect)\*
- Contributes \$183 million to local economies through OHV-related expenditures
- Adds \$9.2 million to annual state tax revenues
- Provides \$43.9 million in income (salaries/wages) for Yavapai County residents
- Supports 2,067 jobs in Yavapai County

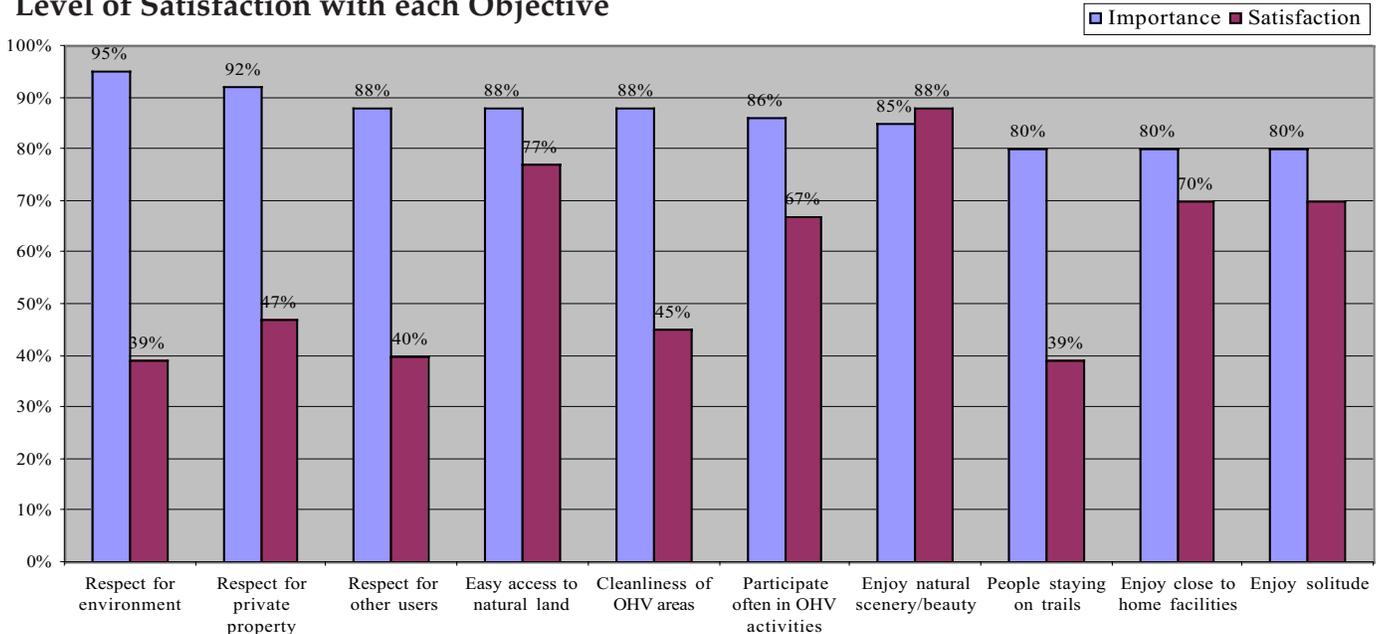
### “Top Ten” Main Reason for taking last OHV Trip

- Sightseeing 18%
- Driving backroads 16%
- Hiking or walking 9%
- Trail riding-ATVs 8%
- Camping 7%
- Hunting 7%
- Fishing 7%
- Visiting historic/arch. sites 4%
- Rock crawling 4%
- Trail riding-motorbikes 3%

### “Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 78%
- Sightseeing 56%
- Hiking or walking 38%
- Picnicking 32%
- Camping 26%
- Photography 25%
- Trail riding-ATVs 21%
- Wildlife/bird watching 21%
- Visiting historic/arch. sites 18%
- Hill climbing 15%

### Evaluation of Last OHV Recreation Trip—“Top Ten” Objectives Rated as Most Important and Level of Satisfaction with each Objective



### Type of Vehicle(s) used on last OHV Trip

- Sport Utility Vehicle/Jeep 40%
- 4WD Pickup Truck 39%
- All Terrain Vehicle (ATV) 20%
- Trail Motorcycle 13%
- 2WD Pickup Truck 5%
- Dune Buggy/Sand Rail 0%
- Snowmobile 0%

\*Multiplier Effect: sum of OHV expenditures, secondary effects generated by local re-expenditure of money, and induced impact from salaries paid by directly and indirectly impacted industries.



For more information contact:  
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